

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 R

66614

DRAFTED BY: COM/BIC/OIM/214: LOUGHLIN

APPROVED BY: EB/OCA/REP: BEBYRON

BIC/OIM/214: BASSETT

DIBA/B&F/630: BFKECKLER

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R 260110Z OCT 74

FM SECSTATE WASHDC

TO AMEMBASSY LONDON

UNCLAS STATE 236303

EO11652 NA

TAGS: BEXP, AFIN, UK

SUBJ: GLOBAL MARKET RESEARCH AAS HONG KONG, MALAYSIA,
SINGAPORE, UNITED KINGDOM

REF: A) STATE 111017

B) STATE 114759

C) STATE 210451

D) STATE 215789

E) EMB OCT 15 TRANSMITTAL OF REMEDIAL MATTER

1. REF E RECEIVED 22 OCT. COMMEND TIMELY, RESPONSIVE
REMEDIAL EFFORT.

2. COMMERCE ACCEPTS ALL FOUR SUBJECT STUDIES AND APPROVES
FINAL PAYMENT TO ALAN STRATFORD AND ASSOCIATES, LTD. NOT
TO EXCEED, FOR THE U.K. STUDY, POUNDS STERLING TWO THOUSAND
TWO HUNDRED FIFTY (2,250), OR APPROXIMATELY DOLLARS FIVE
THOUSAND FIVE HUNDRED THIRTEEN (\$5,513) AND, FOR HONG KONG,
MALAYSIA, AND SINGAPORE COMBINED, POUNDS STERLING FOUR
THOUSAND EIGHT HUNDRED FIFTY (4,850) OR APPROXIMATELY DOLLARS
ELEVEN THOUSAND EIGHT HUNDRED EIGHTY-THREE (\$11,883)
INCLUDING ANY PRIOR PARTIAL PAYMENTS.

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3. CHARGE COMMERCE APPROPRIATION 134/51250, ACCOUNTING

CODE K/552/1161-13/12-01/253-01.

2. IN WORKING WITH HONG KONG MARKET SIZE PROJECTIONS

TABLE 1 HAVE DISCOVERED APPARENT ARITHMETICAL ERROR AS
FOLLOWS:

PER DISCUSSION PARA 2.1 OF REPORT, GROUND AVIONICS
MARKET SIZE FOR 1975 CONSISTS OF GOVERNMENT PURCHASES OF
\$5.6 MILLION U.S. (1974 FIGURE OF \$7.0 MILLION LESS 20 PERCENT)
AND HEACO OF \$600,000. THIS SHOULD TOTAL APPROX. \$6.2
MILLION. HOWEVER, NOTE TABLE 1 SHOWS TOTAL OF \$5.098
MILLION, INDICATING HAECO PURCHASES SUBTRACTED RATHER THAN
ADDED. LOCAL CURRENCY VALUES ALSO REFLECT SIMILAR TREATMENT.
PRECEEDING ALSO AFFECTS 1978 PROJECTIONS.
BASED ON PROJECTED 10 PERCENT AVERAGE ANNUAL GROWTH RATE,
GOVERNMENT PURCHASES SHOULD TOTAL \$7.5 MILLION IN 1978, WHICH
WITH \$400,000 HAECO PURCHASES PLACES MARKET SIZE AT APPROX.
\$7.9 MILLION VICE \$6.275 MILLION AS INDICATED IN TABLE 1.

5. REQUEST POST BRING ABOVE TO ASA ATTENTION AND HAVE THEM
RECHECK TABLE TO CONFIRM OUR PROPOSED CORRECTION. REQUEST
RESPONSE BY PRIORITY RETURN CABLE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE236303
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BIC/OIM/214: LOUGHLIN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740307-0283
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741013/aaaaakol.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE 111017
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2002 by chappeld>; APPROVED <11 FEB 2003 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH AAS HONG KONG, MALAYSIA, SINGAPORE, UNITED KINGDOM
TAGS: BEXP, AFIN, UK
To: LONDON
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005